

July 22, 1995

RACE WRAP UP REPORT

MEDIC DRUG GRAND PRIX OF CLEVELAND

POLE WINNER: Gil de Ferran

RACE WINNER: Jacques Villeneuve

PROMOTER: Kent "Bud" Stanner, President Motormarketing International and Gunnar Samson, Director of Marketing, MMI Detroit.

ATTENDANCE: Friday, * 40,000 Saturday, 43,206 Sunday, 67,077

* Free day

POLE AWARD/CHECK PRESENTER/AFFILIATION:

Saturday - The \$10,000 check was presented by, Ed Doyle, Vice President of Marketing for Dairy Mart and Grant Show, star of Fox-TV's hit series Melrose Place.

Sunday - The leather travel bag was presented by, Nat Lypsic, President Medic Drug and Gerry Zlotnick, Executive Vice President of Medic Drug. We had difficulty getting the presenters to the grid to participate in the pre-race ceremonies. The track ran out of race day pit stickers and gave us (replacement) stick on dots that the gate guards were unaware of. The whole weekend was a breakdown in communications within IMG.

HOSPITALITY: We had a Chalet for 65 people on Saturday and 125 on Sunday. Everything went extremely well with the catering and the 50 person garage tour on Sunday.

The Sales force scheduled a dinner Saturday night for 100 guests. The Drivers showed up to meet everyone and Kathy Hookana said she was very pleased with the function.

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Trade Relations Contact: Kathy Hookana

Local FSF Contact: Jim Gist and Jerry James

Comments:

- * The port-a-johns were full on Sunday and needed to be pumped out.
- * We were short 3 umbrellas for the tables inside the tent.
- * The Drivers seemed to like the idea of stopping by the Saturday night Sales function to meet guests instead of the usual Sunday morning after practice. This will only work in the future if the function is at a location convenient to the Drivers.
The Stouffer hotel is where Emerson stays and is just up the road from the track, (Al's Motor Home)

GOVERNMENT AFFAIRS: Did not participate

MEDIA/OPERATIONS TRAILER: Located, in the first position in the Paddock. This is the closest trailer to the Pits and is in a prime viewing location. Since the trailer was in the first position and faced the fans, we had large groups of people taking photo's of the outside of the trailer.

Attendance - Friday, 75 Saturday, 80 Sunday, 125

- * Due to our lack luster performances lately we had a smaller than normal turn out at the trailer.
- * The staff did another outstanding job all weekend. Jean and Mary did a great job with the food.
- * We had a problem with one of the part time workers that we get from Will. The guy came to work with a hang-over from the bar night. We let him go and the replacement did a good job.
- * We had an electrical fire in the back under bay of the trailer at Toronto and it short circuited the lift gate motor. The guys had to hack saw the cable to get the gate down. This will be fixed by the Marlboro 500
- * The new awning has still not arrived. We are working hard on making it happen for the M-500.

HOTEL: We stayed at the Ritz Carlton, which is located about 6 blocks from the track. We used all 15 rooms reserved and have reserved the same number for 1996.

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Comments: We get a good rate at the Ritz and It's the best hotel in town.

PACK SALES TRAILERS: The trailer was located in the center of the Manufactures Midway, located at the Gate #1 entrance to race track. This event has always proved to be one of our higher volume races. Saturday alone we were over 500 cartons sold and Will had to make arrangements to get additional product for Sunday.

Personnel: The trailers were transported by Lance Ingmanson and Off Track Management, and operated by Will Bennett and Phoenix Marketing.

Kiosk Locations: Eleven (11) kiosks were used. They were spread out all along the backs of the grandstands.

Product Sold/Merchandise/Coupons Redeemed: Report from Will Bennett @ Phoenix Marketing to follow under separate cover.

Comments:

* The experience of Will Bennett and Phoenix Marketing, makes every weekend easier for the rest of us. Over the last few years these guys have turned that side of the program into a machine.

* The direct mail tickets response was great. Placing the redemption tent at the Airport really made things run smoother.

* The mid-way area continues to grow and get more congested. We might want to look at building some sort of tower or larger trailer (like Penske's) to help our visibility in these area's. In years past we used to stand out and be dominant and now we are getting lost in the mix.

* The number of trademark infringements at the tracks continue to drop. The vendors now know who I am and I think are just pulling the Marlboro stuff on Indy Car weekends and selling Marlboro branded items at other events until their inventories are exhausted. We are finding the vendors that have not been in compliance in the past are now stocking T-shirts that are. So, we are making some progress.

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POS PLACEMENT:

On-Site - This area is beginning to be a source of frustration for us. Since we have changed over to the 4-color WRF banners, we can not keep the banners up. As the guys put them up, the fans steal them. I have been on Dean and Sam about the placement and the lack of exposure. They are out putting up more signs than ever before and there seems to be a big drop in on-site exposure over last year.

The track again for the forth year in a row (ever since IMG took over the event) screwed up on the installation of our Marginal road signs (50 placed along the Highway side road) They also, didn't leave us any room along the grandstands for our signs.

Retail - Since the race is run in the downtown area, there is only limited area's of retail establishments that we can banner. We have been given new direction for the retail bannering and we will implement that plan in Michigan and for the remainder of the year.

CREDENTIALS: We received 15 Hot Pit credentials and 10 Pit stickers.

Comments: We had enough credentials prior to the race, but, the promoter ran out of pit stickers and tried to improvise with a new system that the gate guards were not aware of. This caused us problems getting the Pole award presenters on the grid.

SUGGESTIONS FOR IMPROVEMENTS AND COMMENTS: After a perfect record of screw - ups, IMG has proven to me that, they cannot professional execute an event at this sight. The crowds were great, but, they have always been that way. There are some serious problems with the management of this event. Everybody blames each other, then promises are made to remedy the problems and they don't deliver. I question why we are a sponsor here? We can pay to be a part of this event Ala. cart, get what we need and ovoid the headaches with our on track signage. I think this would send a signal to all promoters that if you do not produce, we are gone!

We were not the only sponsor not happy with IMG's performance. Steve Lauletta of Miller who only pays 30,000 to be a sponsor, also was very disappointed.

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The following are the problems we encountered (again) this year.

- * On my arrival Thursday, there was not one sign, out of 50 contracted, installed by the promoter along the marginal road fence. Per contract the signs are to be hung "days prior to the event". I was promised this would happen by Friday. This was never done by the promoter and our people installed the signs, Saturday afternoon and replaced them on Sunday.
- * The track lost all of the auxiliary signage we sent them.
- * The track had one of our spectator truck signs stolen. Cost of production alone is over a thousand dollars! This caused us to be one giant billboard short and made our signage look bad compared to other sponsor that all had two signs in a row.
- * After hours and hours of conversations in regard to the placement of our signage, the track put signs everywhere we asked them not to be! One giant scaffold billboard was placed in turn 1, where we have never had a sign due to the location. They placed a 12' x 24' banner on the ground for the helicopter shot! The signage on the Turn 4/10 was dominant when I asked them to tone it down and finally they placed two of our giant spectator truck signs in the most highly visible spot on the track.
- * IMG for the first time in 4 years had 2 out of 6 billboards up on Friday (still unexcepable) and these two being in the prime locations referred to above. We asked them to swap the signs with the Miller signs that were in a secondary location and they agreed to have it done by Saturday. When we arrived on Saturday they had only taken down our signage. So, on Saturday we had two blank trailers in place. It looked bad and everyone at the track noticed.
- * On Sunday the Marlboro Grandstand was hit by a truck and knocked off it's foundation. Our consumers had to be moved around while they attempted to fix the situation.

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